

May 2024

SWAN Vancouver Responsible Reporting

PROJECT EVALUATION

**Shifting Media Representations of Im/migrant Sex
Workers to Address Post-Pandemic Gender-Based
Violence**

Prepared by SHIFT Collaborative



Land Acknowledgement

With gratitude for the wisdom of Indigenous Peoples, we acknowledge that SWAN Vancouver is situated on the stolen ancestral lands of the xʷməθkʷəy̓əm (Musqueam), Sḵwxwú7mesh (Squamish), and səliłwətał (Tseil-Waututh) Nations. We're also honoured to work in the territories of the QayQayt First Nation, Kwantlen, ǵícǵy (Katzie), Semiahmoo, Tsawwassen First Nations, kʷikʷəłəm (Kwkwetlem) and Stó:lō Nation.

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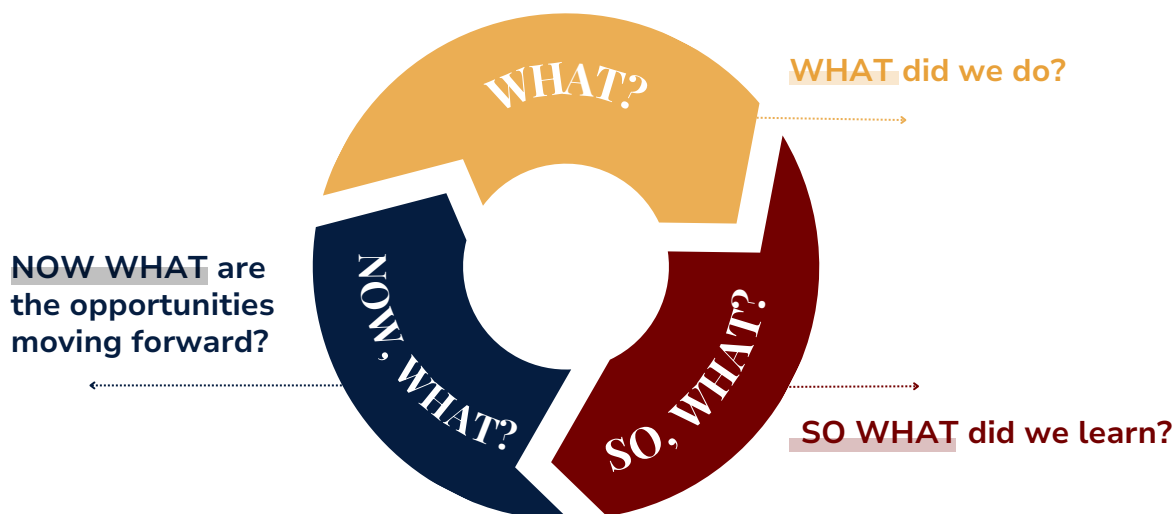
Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada



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Part 1: What did we do?

About the Responsible Reporting Project:

Through this project, Supporting Women's Alternatives Network (SWAN Vancouver) Society partnered with academics, justice-oriented advocates and local and national media outlets and engaged im/migrant sex workers to create a series of resources aimed at shifting the representations of immigrant and migrant sex workers in the media. The intended outcome was the adoption of responsible, ethical, evidence-based journalism that is imbued with accuracy, objectivity, freedom from bias, integrity, and respect in mainstream media.

As part of the initiative, SWAN Vancouver:

- Consulted with immigrant and migrant sex workers, community-based agencies and media consultants to identify, analyze and strategize on how to address problematic reporting
- Partnered with leading academics, other sex work supportive organizations and media consultants to inform the development of Responsible Reporting resources
- Developed 28 resources as part of a media kit and guidelines for journalists in collaboration and consultation with im/migrant sex workers and subject matter experts
- Made these resources available on a microsite accessible through SWAN's main resource webpage
- Identified and engaged media outlets and specific journalists to help evaluate and provide feedback on these resources
- Raised awareness by disseminating resources directly to journalists and newsrooms, as well as through social media campaigns and a monthly newsletter
- Partnered with a post-secondary Criminology class studying sex work and Canadian law to utilize and evaluate SWAN's Responsible Reporting Resources as part of a course assignment.
- Developed educational resources to support selection and use of ethical imagery related to sex work
- Disseminated and animated the Responsible Reporting resources and related topics through a range of communications and social media activities

ALL RESOURCES • QUICK GUIDE TO RESPONSIBLE REPORTING RESOURCES

Quick Guide to Responsible Reporting Resources

For your convenience, we have listed all of SWAN's "Responsible Reporting" media project resources below, with a brief description of the resource, its target audience and how it may be helpful.

The aim of the media project is to help inform journalists about the nuances of sex work and the importance of ethical reporting. However, any of the resources created for this project may be of interest or of use to the general public and we encourage everyone to check them out.

Human trafficking/Anti-trafficking

1. ANTI-TRAFFICKING LAWS +
2. INTRO TO THE HARMS OF ANTI-TRAFFICKING +
3. RETHINKING RED FLAGS +
4. EXPERT TAKE: QUESTIONS TO ASK ABOUT HUMAN TRAFFICKING 'FACTS' & STATISTICS +

You can also check out SWAN's [critical anti-trafficking report](#) for more information on the harms of misguided mainstream anti-trafficking campaigns.

Legislation & legal cases

5. CANADIAN SEX WORK LAWS TIMELINE +
6. LEGISLATIVE FRAMEWORKS FOR SEX WORK +
7. PROTECTION OF COMMUNITIES AND EXPLOITED PERSONS ACT (PCEPA) BACKGROUNDER +
8. PROTECTION OF COMMUNITIES AND EXPLOITED PERSONS ACT (PCEPA) ANALYSIS +
9. IMMIGRATION AND REFUGEE PROTECTION REGULATIONS (IRPR) SEX WORK PROHIBITION BACKGROUNDER +
10. IMMIGRATION AND REFUGEE PROTECTION REGULATIONS (IRPR) SEX WORK PROHIBITION ANALYSIS +
11. IMMIGRATION AND REFUGEE PROTECTION REGULATIONS (IRPR) SEX WORK PROHIBITION CHARTER VIOLATIONS +
12. BEDFORD V. CANADA +
13. CANADIAN ALLIANCE FOR SEX WORK LAW REFORM V. ATTORNEY GENERAL BACKGROUNDER +
14. CANADIAN ALLIANCE FOR SEX WORK LAW REFORM V. ATTORNEY GENERAL ANALYSIS +

Media

15. INTERVIEWING SEX WORKERS +
16. LANGUAGE MATTERS +
17. WRITING HEADLINES ABOUT IM/MIGRANT SEX WORK +
18. WHAT TO CONSIDER WHEN WRITING SOCIAL MEDIA POSTS +
19. SHARING AND SYNDICATED NEWS ARTICLES +
20. A WORD ON ETHICAL IMAGERY +
21. CURRENT JOURNALISTIC REPRESENTATION: ASSESSMENT & SUGGESTIONS FROM IM/MIGRANT WOMEN ENGAGED IN INDOOR SEX WORK +

Miscellaneous

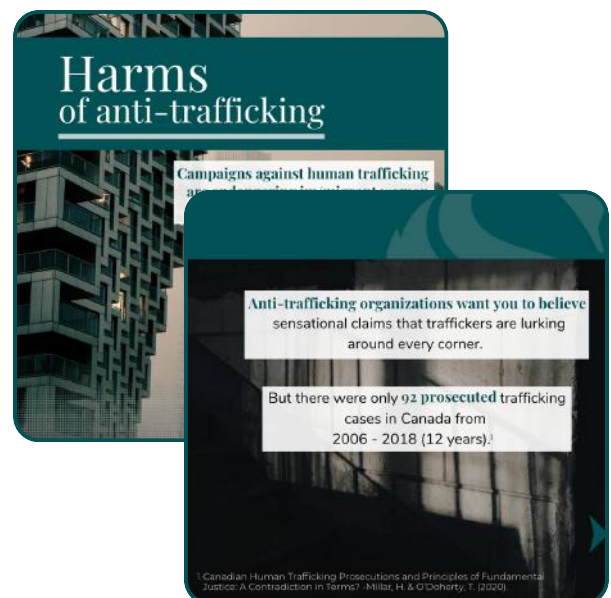
22. SWAN GLOSSARY OF TERMS +
23. LANGUAGE GUIDE +
24. HOW DATA & STATISTICS CAN BE MISINTERPRETED, MISREPRESENTED AND MANIPULATED +

Evaluation Approach

This project used a Developmental Evaluation (DE) approach to learning and evaluation, supported by an external evaluator from SHIFT Collaborative. DE is particularly well-suited to projects such as this where innovations are under development and being tested in “real-time”. Through this process, the project team and evaluator worked together to track project developments, insights and key pivot points along the way, in order to adapt and refine the tools and processes as the project unfolded.

The findings in this report draw from data from several evaluation sources and processes including:

- Bi-monthly developmental evaluation reflection and sense-making sessions with the project team and an external media consultant
- Survey and Focus Group with a Responsible Reporting Advisory Committee made up of working and former journalists
- Focus group and survey of Asian immigrants and migrants engaged in indoor sex work informing SWAN’s Ethical Imagery resources
- Analysis of Criminology student course assignments utilizing Responsible Reporting resources and an accompanying survey of participating students
- Engagement tracking of Responsible Reporting resources and related SWAN Communications



SWAN social media examples.

Responsible Reporting Journalist Advisory Committee

One of the main ways SWAN tested and evaluated the Responsible Reporting resources was through the engagement of 7 working or former journalists who formed an Advisory Committee for this project. Committee members each reviewed 20 of the Responsible Reporting resources, completed an evaluation survey and participated in a focus group to share feedback on the resources as well as suggestions for moving this work forward with journalists in the future.

ABOUT THE ADVISORY COMMITTEE

57% had reported on sex work previously

43% had not previously reported on sex work

Media Roles:

Private broadcaster (majority), public broadcaster, newspaper, independent media, digital/start-up

Type of media organization they work with:

reporters (majority), editors, managing editors, news anchors and media directors

Length of time reporting:

4 reporting 10+ years **1** reporting 3-5 years
2 reporting 5-9 years

MOTIVATIONS FOR PARTICIPATING

“This topic interests me as I had very little knowledge and I like to get involved with projects like this and be part of positive change.”

“A commitment to improve reporting, particularly in how journalists cover marginalized and underreported communities.”

“I have noticed a lot of coverage lately that seems skewed toward eradicating all sex work, and equating trafficking entirely with sex work. I’m keen to learn more, and provide better coverage of the issue through this work.”

“I knew this was an area I did not have much knowledge in, and wanted to broaden what I know.”

“I have worked as a full time Video Journalist for 17 years and I’m happy to share my knowledge.”

Part 2: SO... WHAT did we learn?

Finding #1:

Lack of awareness combined with time constraints, increasing staff shortages, and pressures for catchy headlines are barriers for journalists to engage in responsible reporting.

SWAN's team worked closely with an external media consultant to better understand the constraints of working journalists, and design tools and resources that would be accessible and useful for this audience. Journalists in the Responsible Reporting Advisory Committee Focus Group reinforced the challenges and barriers that currently prevent responsible reporting on these issues.

WHAT JOURNALISTS SAID ABOUT CURRENT BARRIERS THEY FACE IN RESPONSIBLE REPORTING:

"Headlines need to be catchy, even sexy or shocking, to get people to even consider opening the story link."

"There is a lack of public info and specialized info for journalists. I think there is a lack of sensitive teaching in general, but this topic has been less touched in terms of education."

"Time and resources. Newsrooms are getting smaller. There are fewer people, and less time to do journalism well. That's the case for basic stories - let alone stories that go against the grain."

"Leadership in newsrooms are used to doing things a certain way. It has taken a long time to adjust reporting of marginalized communities, and in general, I'd suggest it's still done poorly."

*"(main barriers to responsible reporting on these issues are...)
Reporters' time constraints, newsrooms' constant need for deliverables each day, preconceived notions of what sex work is or what trafficking is, prevailing moral imperatives that go unchallenged"*

Journalist Focus Group Participants

While they emphasized the need for greater education that can support critical thinking and reporting on these topics, overall, journalists were attracted to simple “practical” tools and resources such as language guides, glossaries, tips for interviewing sex workers, and social media guidelines.

Both Advisory Committee members and participating students made practical suggestions for further streamlining the Responsible Reporting resources to make it easier for busy journalists and the public to access and digest the materials such as simple FAQ guides, creating downloadable PDF documents, and organizing resources by level of depth (e.g ranging from introductory to and more in-depth information.) SWAN has already begun to integrate these suggestions with further refinements to the resource package.

“The resources clearly reflect the current realities journalists face, and as such, will be well received by journalists themselves. It's easy to navigate and broken into bite-sized bits that help journalists who may be in a hurry while looking for guidance on the topic.”

Journalist survey respondent

WHAT JOURNALISTS FOUND MOST USEFUL:

100%
“very useful”:

SWAN Glossary of terms

86% “very useful”:

- Anti-trafficking Laws
- Interviewing Sex Workers
- Language Matters
- Sharing and Syndicated News Articles
- What to Consider When Writing Social Media Posts

Finding #2:

Im/migrant sex work is a complex topic that is generally not well-understood in the mainstream.

The majority of Advisory Committee members rated their base level of knowledge of many of the issues related to im/migrant sex work as low. Participating criminology students generally rated their base knowledge somewhat higher, however, they completed the survey after having received a presentation on the topics from SWAN, highlighting the power of education and awareness raising.

JOURNALISTS'* LEVEL OF AWARENESS PRIOR TO REVIEWING SWAN'S RESPONSIBLE REPORTING RESOURCES"

100%
not very/
not at all
knowledgeable:

about regulations prohibiting immigrants and refugees from engaging in sex work.

86%
not very/
not at all
knowledgeable:

about risks/barriers faced by im/migrant sex workers

71%
not very/not at all
knowledgeable

about

- Potential harms of anti-trafficking work (on racialized/immigrant populations)
- Where to obtain accurate data related to sex work and/or human trafficking in Canada
- Perspectives of sex workers about how they are currently represented in journalism
- How to avoid perpetuating stereotypes and stigma when reporting on sex work

WHAT JOURNALISTS SAID:

"I do not have a lot of experience reporting on or knowing sex workers, or im/migrant women. This resource helped me understand the decisions and barriers that would lead to someone choosing to be a sex worker. While I have long agreed that sex work is work, I feel I have a better understanding of the nuances, especially where the fears of immigration are concerned."

"Many backgrounders clarified what I did not know beforehand. The first few introductions allowed me to understand the differences and also the stance SWAN is at. The MEDIA sections gave great examples of how languages and reporting can be biased and lead to incorrect reporting. The legislative framework was really great."

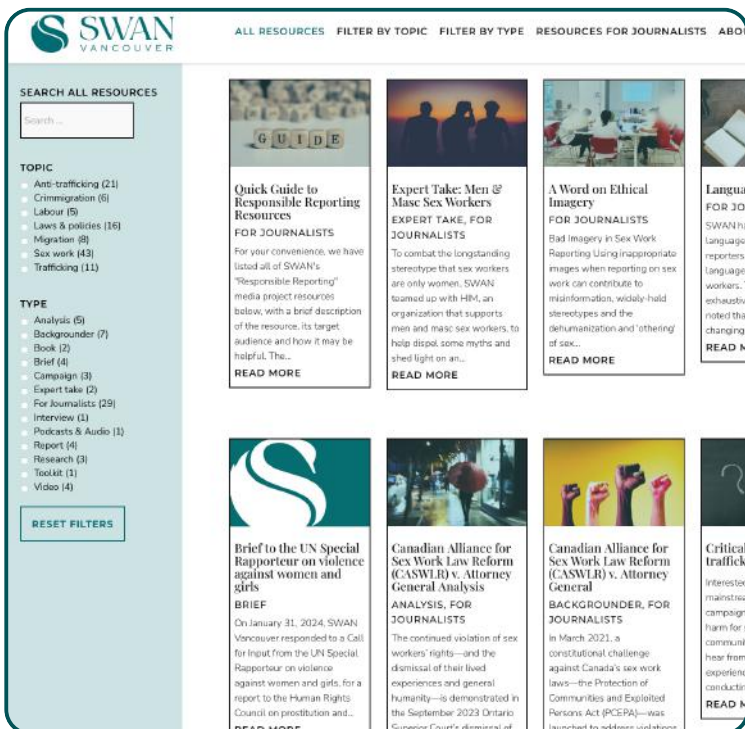
"I never really thought about the problematic framing of human trafficking. It is easy to remove agency from people involved in sex work, without realizing it."

*based on survey responses from Responsible Reporting Advisory Committee members

Finding #3:

SWAN's Responsible Reporting resources are effective tools for shifting understanding and reporting practices.

Overall, feedback from journalists and students about the Responsible Reporting resources was extremely positive.



SWAN resources webpage.

Both journalists and students indicated that in addition to deepening their understanding of issues related to im/migrant sex work, many of the resources were also effective in shifting their perspectives on the issues. In particular, several people indicated a deeper understanding and shifts in perception related to legal frameworks, human rights and safety, and that the resources encouraged them to challenge underlying assumptions and unconscious biases related to a “rescue mentality”. The nuances related to understanding the differences between sex work and human trafficking were new for many people, and this shifted their perspectives related to sex workers’ rights, agency and autonomy.

100%
would recommend resources to others who are reporting on related topics.

“This is the most in-depth, well-researched project I've seen in my decades of journalism. Your understanding of and patience with us reporters and editors is noted, and will go a long way to having your message heard industry wide.”

Key learnings for journalists:

- Legal frameworks & history
- Harms faced by sex workers
- Harms, nuances and complexity of some anti-trafficking framing
- “Rights not Rescue” framing

SHIFTS IN UNDERSTANDING AND REPORTING PRACTICE FOR JOURNALISTS:

93%

Supported me to think critically.

85%

Changed the way I might research and/or report on these topics.

100%

Increased or enhanced my understanding.

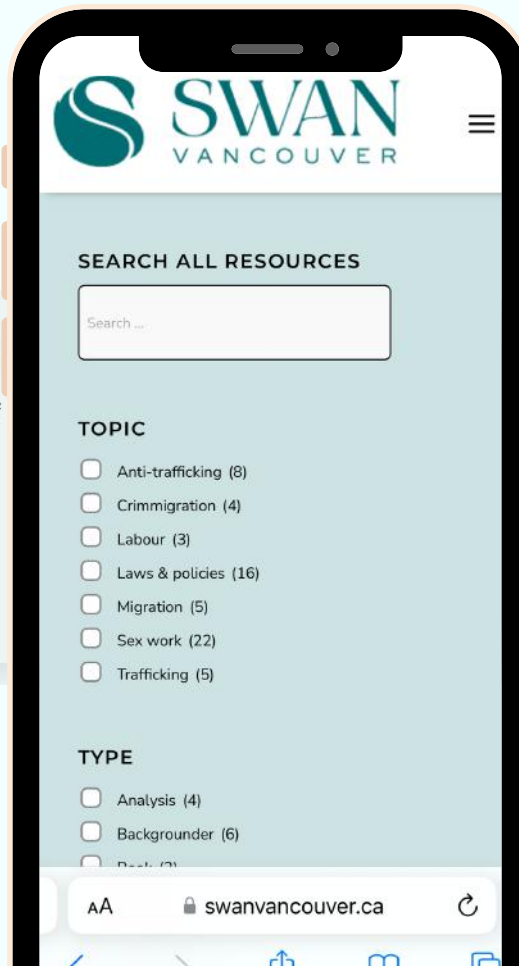
64%

Changed the way I understand and view sex work and/or sex workers.

93%

Provided me with practical tools/information to engage in more responsible reporting on these topics.

Journalist feedback about SWAN's Responsible Reporting Resources



CRIMINALIZATION	PARTIAL DE/CRIMINALIZATION "OUR CURRENT MODEL"	LEGALIZATION
Buyers, sellers, and third parties *third parties can be other sex workers, as well	In theory: Buyers and possibly third parties (*third parties can be other sex workers, as well) In practice in Canada: Buyers and possibly sellers and third parties (including other sex workers) Those purchasing sexual services are criminalized, and possibly also anyone who facilitates sex work (e.g. a receptionist), works with/for sex workers (e.g. other sex workers or a hired bodyguard), or shares in the proceeds from sex worker (e.g. a salon owner)	Unlicensed sellers and possibly third parties (*third parties can be other sex workers, as well) Anyone doing sex work who is not legally licensed by the government can be criminalized, and possibly also anyone who facilitates sex work (e.g. a receptionist), works with/for sex workers (e.g. other sex workers or a hired bodyguard), or shares proceeds from sex workers (e.g. a salon owner)

» **2009**
Bedford v. Canada, 2010 ONSC 4264 In the Ontario Superior Court of Justice, an application is brought forth by three former and active sex workers challenging the prostitution laws as unconstitutional.
Applicants: Terri-Jean Bedford, Amy Lebovitch

Anti-trafficking Laws
 ANALYSIS, BACKGROUNDER, FOR JOURNALISTS
 In 2005, the Canadian government enacted criminal laws against human trafficking. To this day, despite amendments, these anti-trafficking laws lack a substantive basis in empirical evidence and...
 READ MORE

WHAT JOURNALISTS SAID ABOUT SHIFTS IN **PERSPECTIVE**:

"It has never even occurred to me to report on sex work legislation. Often these topics are taken at face value when brought up by politicians. Reading the legislation has given me a deeper understanding of the issues, and I feel more inclined to look deeper at bills when passed, from a sex worker point of view rather than the saviour point of view."

"The history of the present legal framework on sex work and the ongoing legal challenges provided a solid foundation for understanding issues that have become endemic and for how long. The anti-trafficking harms were also very useful to me because it asked me to create a distinction I never considered before when it comes to human trafficking and sex work."

"...these resources have helped me shift my understanding of sex worker rights and safety. I'm aware of how my religious upbringing has shaped my views into adulthood."

"I have always been uncomfortable with the idea that "sex work" wasn't a bad thing - even though I understood that perspective. This gave me a better understanding of how legislation actually puts people who engage in sex work at risk."

"With these I learned about rights not rescue. These people have autonomy and rights and systemic changes would be much more beneficial than 'saving,' which does not solve the root problem. I also learned more sensitive language around the topic and what to and not to expect when working on a story ie. finding a sex worker. Also better human language."

"I'm taking away how much of what we think of topics are guided by early ideas, that may not be rooted in reality of equity/fairness/safety. There is a lot of ideas about sex work that see sex workers as victims and take away their agency."

"It opened my eyes to the barriers of immigrants in the sex trade including language barriers and different laws affecting them."

WHAT JOURNALISTS SAID ABOUT SHIFTS IN REPORTING **PRACTICE**:

"I feel like I can more deftly approach reporting on sex work in the future, and it has made me more aware that this area needs coverage to bolster public understanding."

"I will be watching for my own blind spots in language usage, and for that in my colleague's and employee's writing. I'll dig deeper when these stories cross my desk, in an attempt to provide readers with better information, and less inflammatory language."

WHAT STUDENTS SAID:

"I am taking away that the spread of information and the way it is delivered to the public can heavily influence an entire society of people in a negative or positive way. The power the media holds in terms of encouraging a particular way of understanding is large and so, I will make sure to take all facts and evidence presented to me with a grain of salt - instead of immediately believing the fact being proposed, I will be sure to dig deeper. I will also be careful with the language that I use."

"One of my most valuable learning from SWAN was differentiating sex work and human trafficking. Before taking this course, I assumed that sex work and human trafficking were similar to each other when they were not. Having to learn that language matters, and the potential harms and risks to these people, deepened my understanding and so it helped me change my perception of them."

"I think the way I have subconsciously viewed sex workers has changed, I have reflected on the stereotyped words that have always been known to me and have begun to view sex workers differently, with now knowing the underlying struggles they face."

"I am taking away the nuanced experiences of im/migrant sex-workers and how complex each sex-workers experience in this field of work is depending on gender, sexual and racial identity. I think that I will be more persuasive to others when advocating for sex-work as a means of real work."

Criminology student survey respondents



Finding #4:

Responsible reporting is influenced by societal understanding of the issues, and requires more public education and awareness raising.

Several of the participating journalists emphasized the need to do media education in tandem with broader, public education on issues related to im/migrant sex work. They described many newsrooms as microcosms of larger society, highlighting that the lack of awareness and many of the assumptions and biases that exist in society will be present in newsrooms. This is unlikely to change until there is a shift in the overall public narrative and understanding of these issues. Some people reflected on other examples from history, such as 2SLGBTQ+ rights, and how reporting on these issue have shifted as society's understanding and engagement with them has changed.

"Launch campaigns on social media, and get the voice out to the public. I agree that a newsroom is like a snapshot of society, awareness is the key."

Journalist Focus Group Participant

What journalists should ask themselves before including an image in their stories:

- Have I thought about the impacts of this photo before publishing it?
- Does this photo accurately enhance and/or convey the idea used in my storytelling?
- Does this photo push stereotypes about an already marginalized group of people?
- Is the photo conveying what the story is trying to get across?
- Can this photo create a situation that leads to sensationalist reporting?
- How would this photo make a sex worker feel – about themselves and how society thinks of them?

SLO-MO

VIDEO

PHOTO

SQUARE

STICKER



Using images like these when reporting on sex work can fuel misinformation, stereotypes and the dehumanization and 'othering' of sex workers.



In 2023, SWAN gathered four dozen images published in Canadian media outlets covering sex work from March 2020 – to March 2022. Some were stock images of sad and suffering women, many included fishnet stockings, miniskirts and knee-high boot and in one case, a newsroom published a woman's advertisement for services.



Anti-trafficking

ANALYSIS, BACKGROUNDS
JOURNALISTS

In 2005, the Canadian government enacted criminal laws against human trafficking, despite amendments to trafficking laws largely based in empirical evidence.

[READ MORE](#)

Canada, 2010

4 In the Superior Court of application is made by three active sex workers challenging the laws as unconstitutional.

s: Terri-Jean

Harms of anti-trafficking

Campaigns against human trafficking are endangering im/migrant women engaged in sex work.

Anti-trafficking organizations want you to believe sensational claims that traffickers are lurking around every corner. [Page 13](#)

But there were only 92 prosecuted trafficking

Finding #5:

There are ongoing challenges related to including ethical images and the voices of im/migrant sex workers in the media.

One of the key learnings for several participating journalists was the potential risks that im/migrant sex workers face in engaging with the media. Focus groups held with im/migrant sex workers as part of this project confirmed that they are concerned about misrepresentation in the media, however, privacy risks often prevent them from engaging directly with journalists. While “good” reporting practice would often suggest the importance of including the voices of people with lived/living experience, journalists became aware of the unique risks faced by these workers.

Ethical Imagery

Informed by focus groups with im/migrant sex workers, one of the original intentions of this project was to create a gallery of stock images (featuring models in place of sex workers) on ResponsibleReporting.ca which would encourage reporters to adopt ethical and evidence-based [reporting on sex work](https://ResponsibleReporting.ca). Journalists could use these photos instead of the stereotypical images currently attached to reports on sex work.

This proved more challenging than expected, however, and the project team was forced to pivot their approach as described in their May 2024 blog article [Fishnets, Stilettos and the Dilemma of Ethical Imagery](#). The team realized that even with a photo bank of ethical images, until the media changes its problematic approaches to reporting more generally, it is unlikely that these images would be utilized.



“The photos should convey that their work is just a normal, ordinary service. As long as people won’t look at the photos and come away with a biased perception of the industry, then I think it is okay.”

Mya (pseudonym), massage parlour worker and SWAN focus group participant

“Terrible photo, no privacy. This photo does not show the face of the woman but shows the phone number. This type of photo should never be on the news.”

Olivia (pseudonym), massage parlour worker and SWAN focus group participant

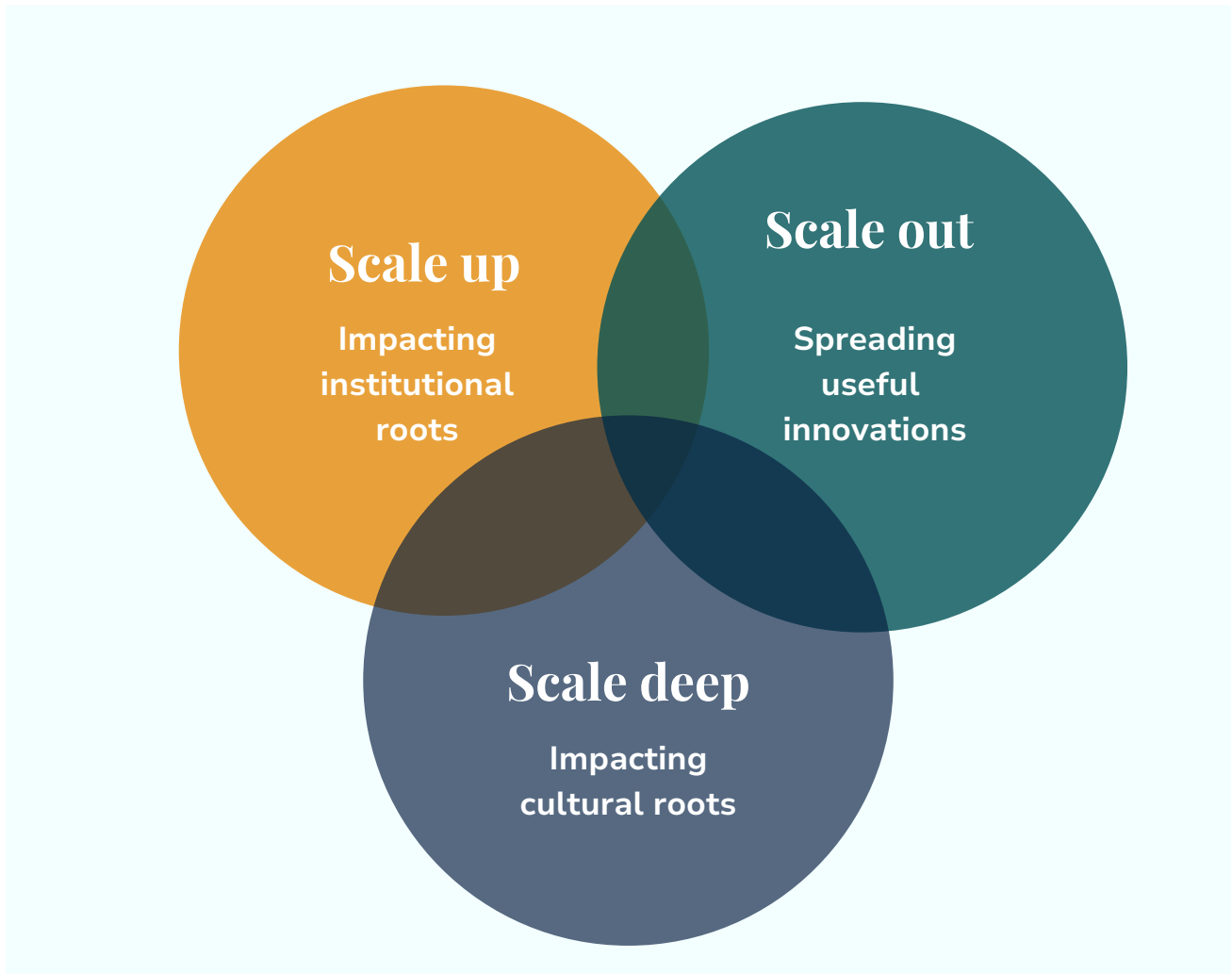
“Images depicting sex work in the media may not get any better until the reporting and society’s views on the industry improve.”

Victoria Curtis, SWAN Project manager

Part 3:
NOW WHAT
are the
opportunities
moving
forward?

Overall, the Responsible Reporting resources have been well-received and useful to participating journalists. Now that the extensive library of resources has been developed, there is an opportunity to build on the momentum to scale the project, animate and mobilize the learnings and resources created.

The Journalist advisory committee and project team have identified a number of opportunities for scaling, using the following framework which highlights opportunities to expand reach, support culture change, and shift systems.



Source: *Systems Sanctuary* (Fraser 2010), adapted from *Scaling Out, Scaling Up, Scaling Deep: Advancing Systemic Social Innovation and the Learning Processes to Support it* by Darcy Riddell and Michele-Lee Moore (2014)

1

SCALE OUT- Develop partnerships and communications strategies to disseminate, animate and expand the reach to more journalists and media outlets.

Recommendation #1

Develop a communication and dissemination strategy to share the Responsible Reporting resources broadly with media outlets across Canada.

Recommendation #2

Turn the existing resources into accessible professional development workshops and training for journalists and media outlets.

- Offer training in a range of formats including “lunch and learns”, virtual trainings, and evening workshops.

Recommendation #3

Build on relationships and networks of the journalists engaged in this phase of the project, and continue to develop partnerships with a broad range of journalism organizations.

“You've made an excellent resource, so find partnerships to help share them out.”

“If journalists are aware of this resource, it will be very helpful.”

“Make it a part of regular online training for reporters.”

“...if these resources were to infiltrate newsrooms, I do think it could change a lot of the verbiage that happens in society as well. But unfortunately, I just don't think that this education has really gotten to newsrooms yet...I think it would be really good to bring these presentations to newsrooms.”

“Talk to unions. Send out mass emails to newsrooms with resource links. Use a wide range of social media to fan out messages that you can control. “

Journalist Focus Group Participants

2

SCALE DEEP- Shift societal awareness and attitudes through targeting journalism students and broad-based public education.

Recommendation #4

Develop partnerships with journalism schools and improve reporting practices by educating a new generation of journalism students.

- Turn existing resources into curriculum for journalism students, and students of other related fields.

Recommendation #5

Pair media education with public education

- Offer educational opportunities about these issues, including media literacy, in different formats for the general public.
- Explore opportunities to partner with journalists on deeper investigative coverage of im/migrant sex work with a high-profile media platform to educate and reach a wider audience.
- Explore partnerships with other sectors such as the labour movement to increase awareness.

"I would encourage SWAN to connect with local journalism schools and universities that provide ethics courses for communications. This could be an entire segment, or day course for journalists. I would also suggest connecting with Unifor, which represents a large number of journalists in Vancouver and BC, and does offer further education on topics regularly to their members. They can help spread the message, links to resources, etc. I will be sharing key points of what I've learned and resources you've created to my own media colleagues as well."

"Launch a media/social media campaign tailored around education - that can reach media but also the general public."

"Swan could also reach out to journalism programs to present this to classes. It could also be part of curriculum for sensitivity reporting, so becoming part of a bigger conversation as well."

Journalist Focus Group Participants

3

SCALE UP – Work towards systems change by influencing media leadership, journalistic standards and guidelines.

Recommendation #6

In addition to frontline journalists, develop a strategy to reach and educate media directors and managers.

Recommendation #7

Develop a strategy to influence journalistic reporting standards and ethics related to im/migrant sex work such as language and style guides.

“This knowledge and terms should be added to the CBC's JSP, as well as our naming guide. I believe SWAN should reach out to news managers about this, and provide a plan to them about presentations.”

Massage parlour workers participated in focus groups for SWAN's Ethical Imagery resource in August 2022.

Appendix A: Links to project & related resources

Responsible Reporting Resources: ResponsibleReporting.ca

Quick Guide to Responsible Reporting Resources: <https://swanvancouver.ca/resource/quick-guide-to-responsible-reporting-resources/>

Ethical Imagery Blog Post: <https://swanvancouver.ca/fishnets-stilettos-and-the-dilemma-of-ethical-imagery/>

Project related social media posts (informed by Responsible Reporting Resources)

https://www.instagram.com/swan_vancouver/p/C5RJwfYLFx2/?hl=en&img_index=1

https://www.instagram.com/swan_vancouver/p/C3sykxSv-CG/?hl=en&img_index=1

https://www.instagram.com/swan_vancouver/p/C17pqqQvAkN/?hl=en&img_index=1

<https://www.instagram.com/reel/C0uEJtxrs0o/?igsh=MWFybmG2M3EwZmt5YQ%3D%3D>

<https://www.instagram.com/reel/CzuULzct5Lo/?igsh=MTR5NWhtYWY4a3htMA%3D%3D>

https://www.instagram.com/p/CzrQyk-ICAd/?igsh=MWtueW1icmNwbG1mcg%3D%3D&img_index=1



[@swan_vancouver](https://www.instagram.com/swan_vancouver)



[@SWAN_Vancouver](https://twitter.com/SWAN_Vancouver)



swanvancouver.ca

Appendix B: Responsible Reporting Evaluation Framework



Key Strategies to support this (HOW)



INTENDED OUTCOMES

Short-term	Medium-term	Long-term
<p>Journalists and journalism students have increased access to information, resources and capacity building opportunities.</p> <p>SWAN Vancouver has increased its communications capacity and is increasingly recognized as a “go-to” organization on this topic.</p> <p>SWAN Vancouver has developed partnerships with journalism organizations and schools in order to influence its reach.</p> <p>Participating journalists and journalism students have increased their awareness and critical thinking related to the complexity of these issues, and differentiate between sex work and human trafficking.</p> <p>Project resources are being utilized to inform shifts in reporting practices.</p> <p>The voices and perspectives of women with lived experience are informing people’s understanding and reporting.</p>	<p>There is a growing number of journalists accessing information and capacity building opportunities on this topic.</p> <p>Reporting practices reflect more accurate, evidence-informed coverage and are informed by the voices and perspectives of people with lived experience.</p> <p>Reporting on this topic more clearly differentiates between sex work and human trafficking.</p>	<p>Public awareness, narrative and perceptions on this topic are shifting due to changes in mainstream media coverage.</p> <p>Stigma related to im/migrant sex work is reduced.</p> <p>There are shifts in policy that support the rights, health and safety of im/migrant sex workers.</p>



May 2024

SWAN Vancouver Responsible Reporting

PROJECT EVALUATION

**Shifting Media Representations of Im/migrant Sex
Workers to Address Post-Pandemic Gender-Based
Violence**

Prepared by SHIFT Collaborative

